

Infosys Direct to Consumer Solution

Implement omni-channel capabilities and reach the consumer directly

Mobility and personalization have dramatically altered consumer shopping habits. Manufacturers, especially in the electronics and apparel segments, have been successful in selling directly to consumers online. A recent Forrester¹ survey reports that more than a third of US online consumers surveyed expressed

a preference for dealing directly with manufacturers. Forrester¹ goes on to predict that, by 2016, more than half of US retail spending will be influenced by the Web.

Many CPG majors, especially in the beauty, packaged food products, and beverages

segments have already embarked on Direct to Consumer (DTC) initiatives. Their aim is to build a stronger brand association with consumers, execute successful product launches, and reduce costs. Manufacturers / CPG companies with SAP as their ERP backbone are acquiring multi-channel capabilities to reach consumers directly.



Key questions that CPG companies must consider for their DTC objectives

Business

- What product categories are best suited for the DTC model?
- How can we provide consumers a seamless experience across channels, and resolve channel conflicts?
- What is the best way to increase customer engagement and capture customer sentiments?

Technology

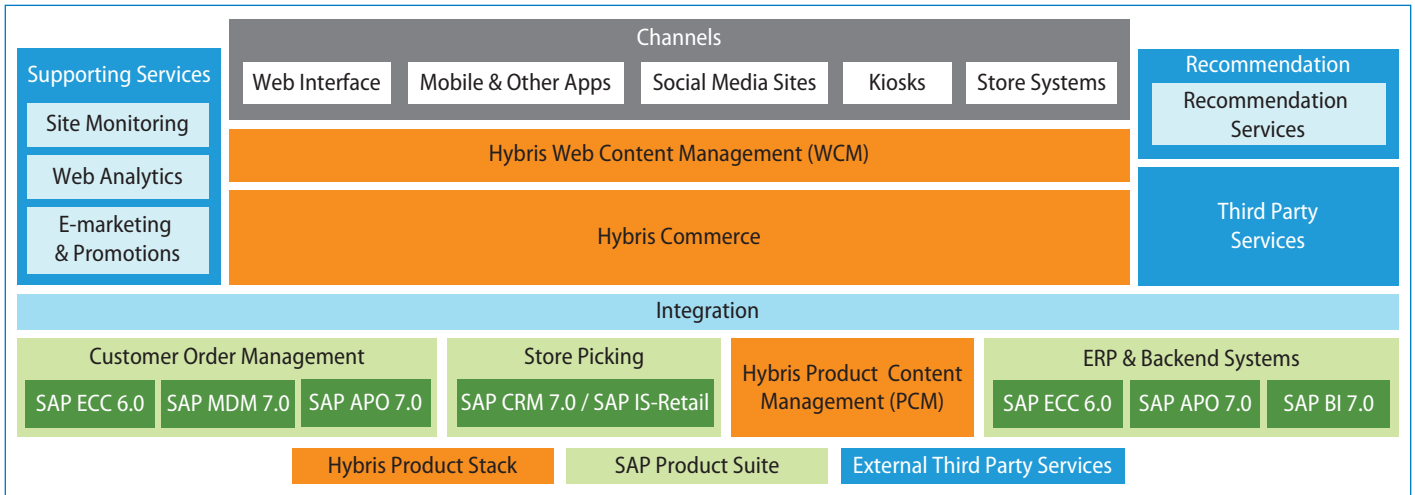
- Will sales process, inventory, and order fulfillment be fully owned by the CPG company or will parts of these be outsourced?
- Which technology solution is best suited for order management and fulfillment?
- How can we leverage SAP or best-of-breed solutions for multi-channel commerce?

Infosys Solution

As you embark on the DTC journey, Infosys helps you in defining the right strategic multi-channel roadmap to ensure alignment with your DTC program goals. We also evaluate and recommend the best approach to help you achieve the desired level of business control.

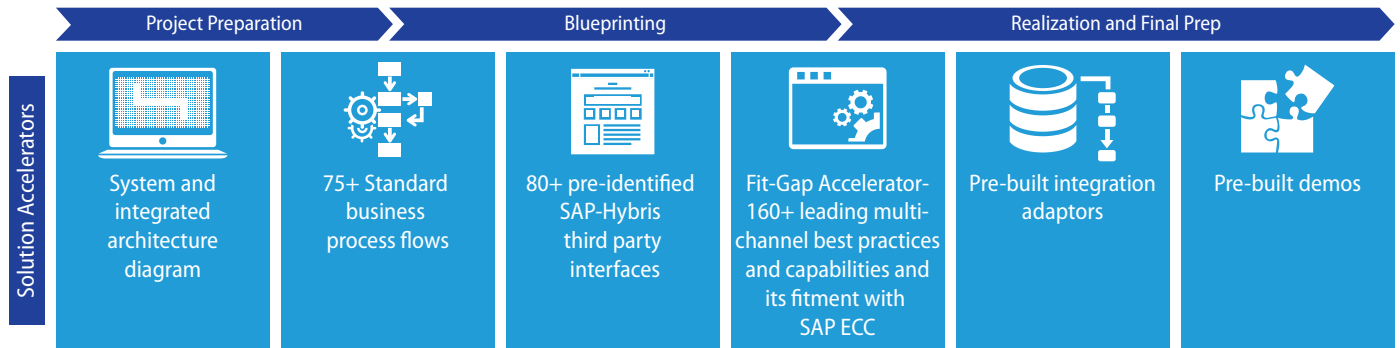
The Infosys Direct to Consumer Solution is designed to be seamlessly integrated into your existing SAP landscape thereby reducing your total cost of ownership. It is built on the SAP-Hybris integrated architecture, which ensures effective order fulfillment across a complex network of systems and processes.

The SAP-Hybris product stack is based on Infosys omni-channel DTC reference architecture and business capabilities.



Key Features

Achieve rapid deployment using pre-built solution accelerators based on CPG best practices and apply across project phases to deliver faster ROI.



Benefits

- ✓ Improve customer interaction and engagement based on a comprehensive understanding of consumer behavior
- ✓ Drive greater customer loyalty through sampling and feedback capabilities, and effective promotions
- ✓ Improve customer experience during purchase and delivery
- ✓ Improve inventory control across fulfillment channels
- ✓ Reduce total cost of ownership (TCO)

References:

¹Forrester Research, Inc.

The Marketing Case For A Branded Sales Channel: Marketers Must Look Beyond Incremental Sales And Margins To Assess The Full Impact Of A Direct Sales Channel

- Fortune Alexander with Luca S. Paderni and Samantha Merlivat (Feb 1, 2013)

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